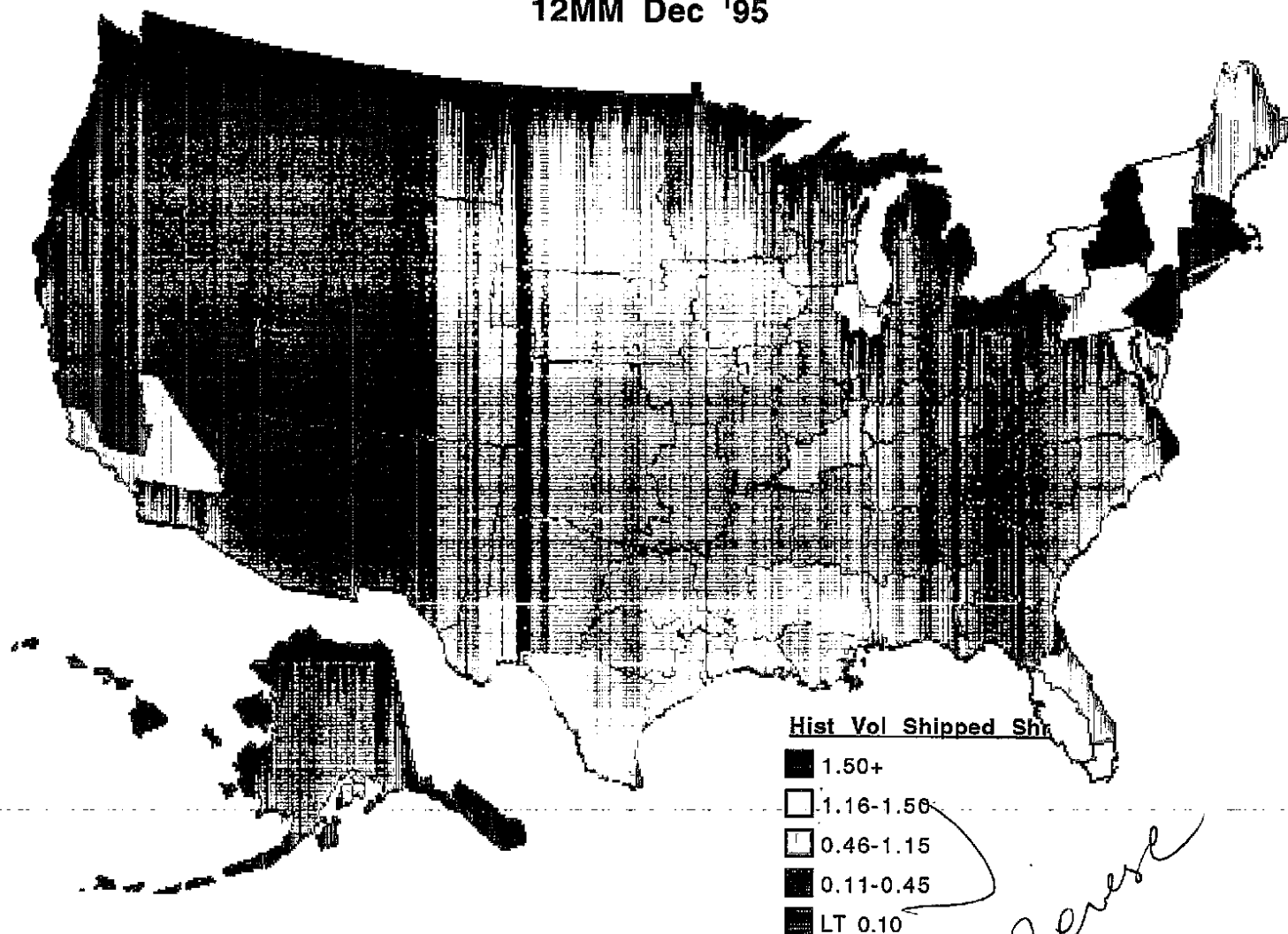


Tot Parliament *Share*
Hist Vol Shipped Shr *for*

12MM Dec '95



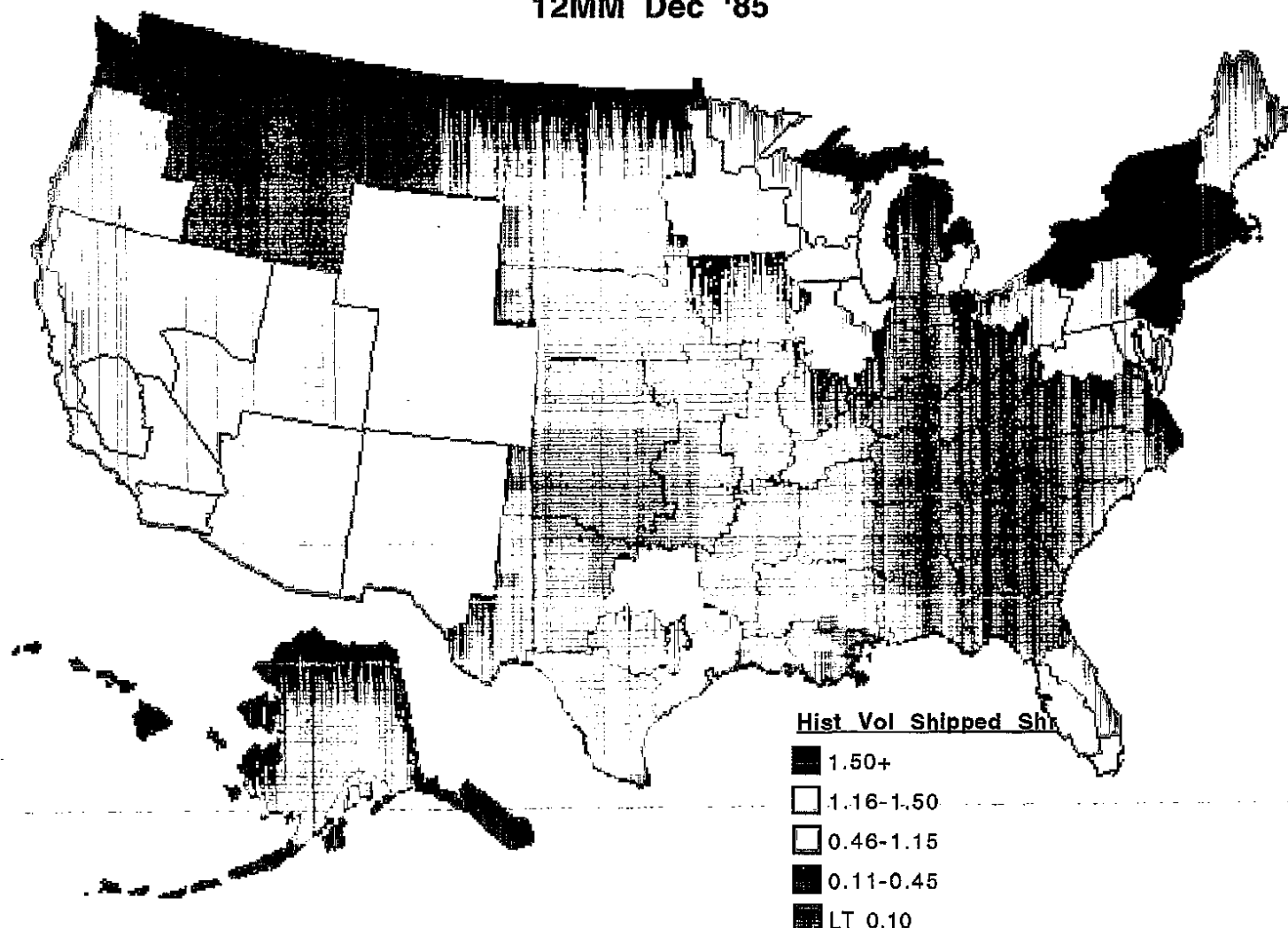
Source: 22 Year History Shipments - Monthly - January 1996

2071742092

Tot Parliament

Hist Vol Shipped Shr

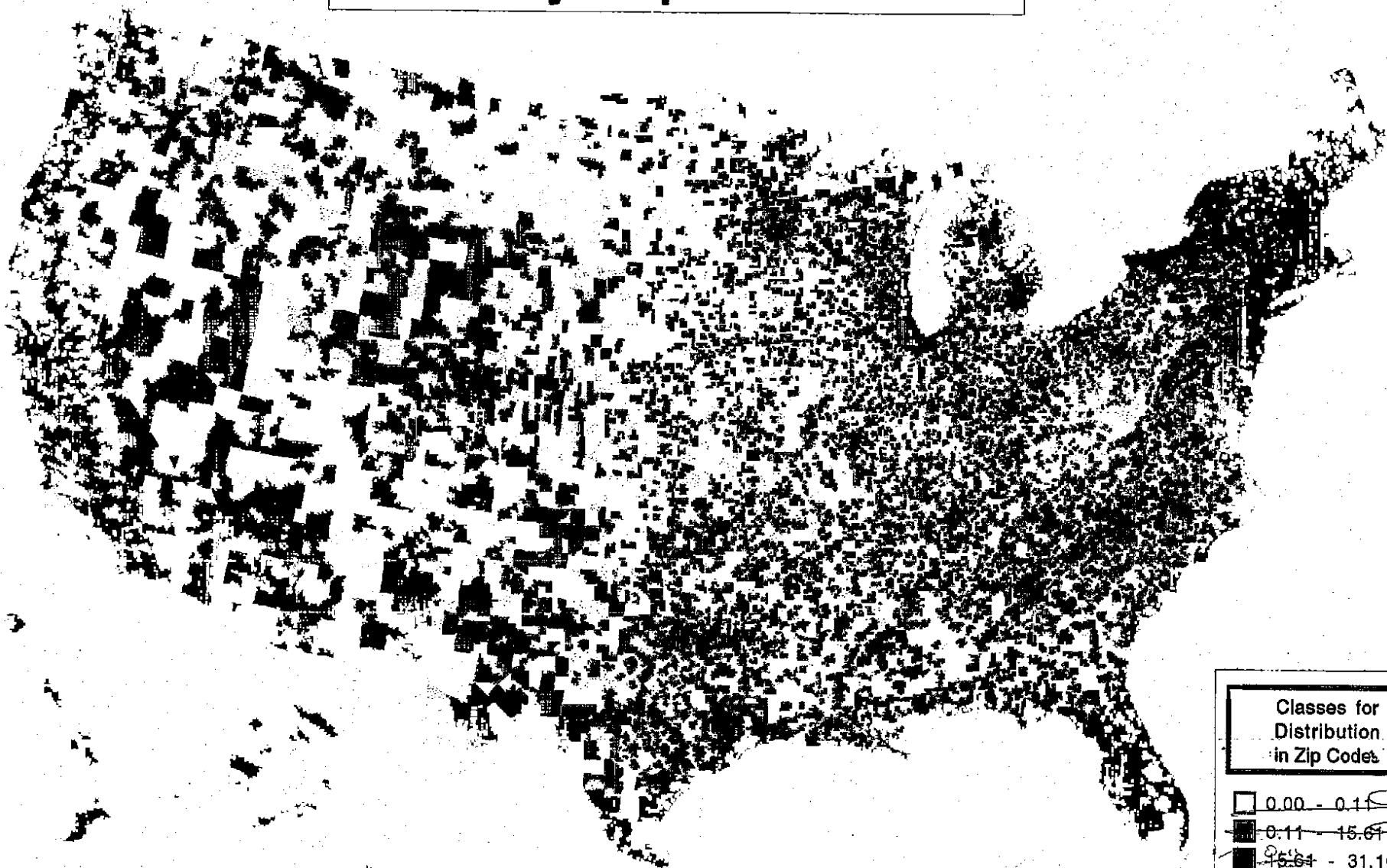
12MM Dec '85



Source: 22 Year History Shipments - Monthly - January 1996

2071742093

Parliament Distribution by Zip Code



Classes for
Distribution
in Zip Codes

- ☐ 0.00 - 0.11
- ☒ 0.11 - 15.61
- ☒ 15.61 - 31.10
- ☒ 31.10 - 46.60
- ☒ 46.60 - 100.00
- ☐ Not Selected

2071742094

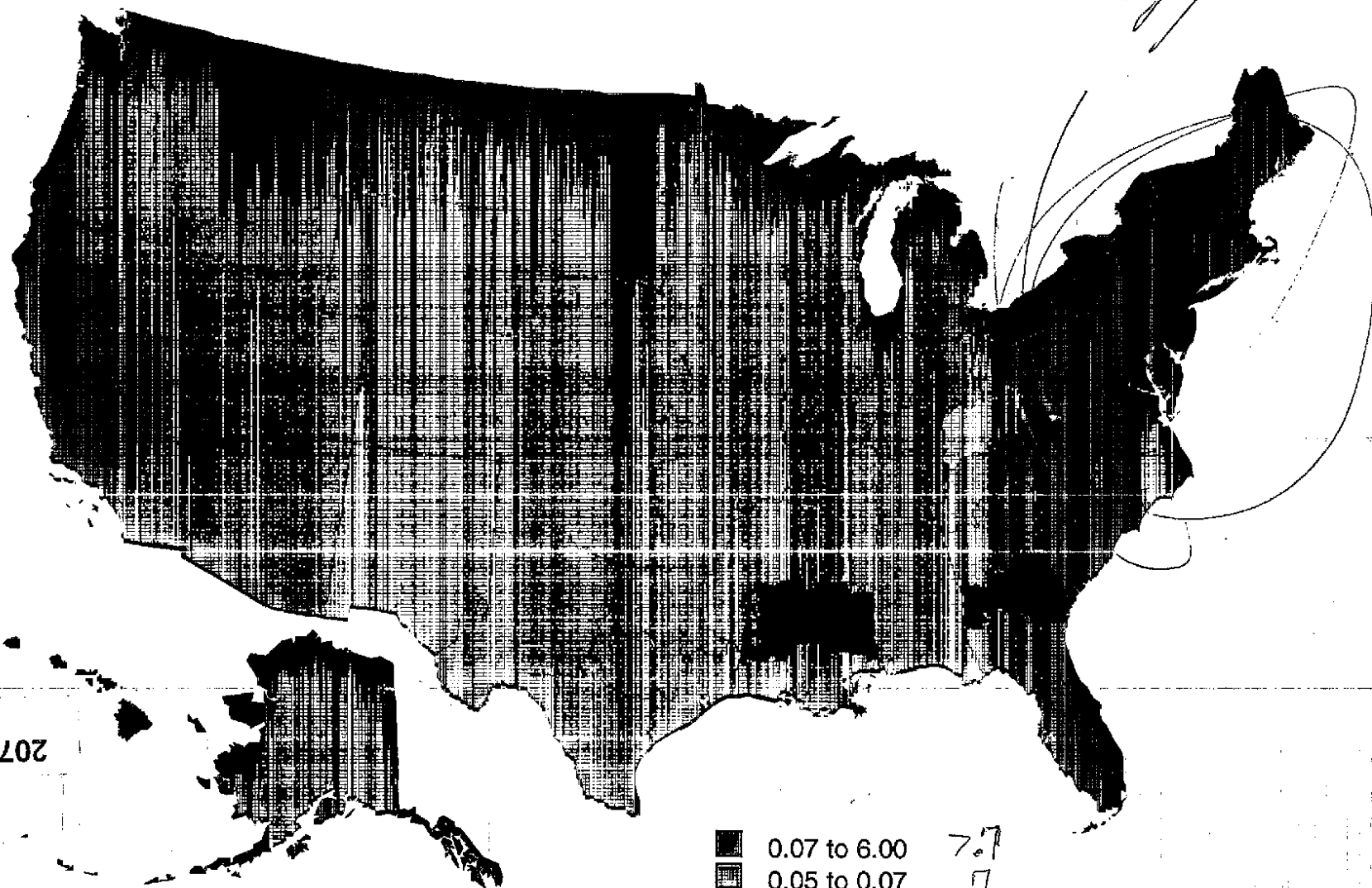
Source: Store Level Stars 26 w/e 2/24/96

Total Parliament

6MM Feb 96 Share

by Market

SOT

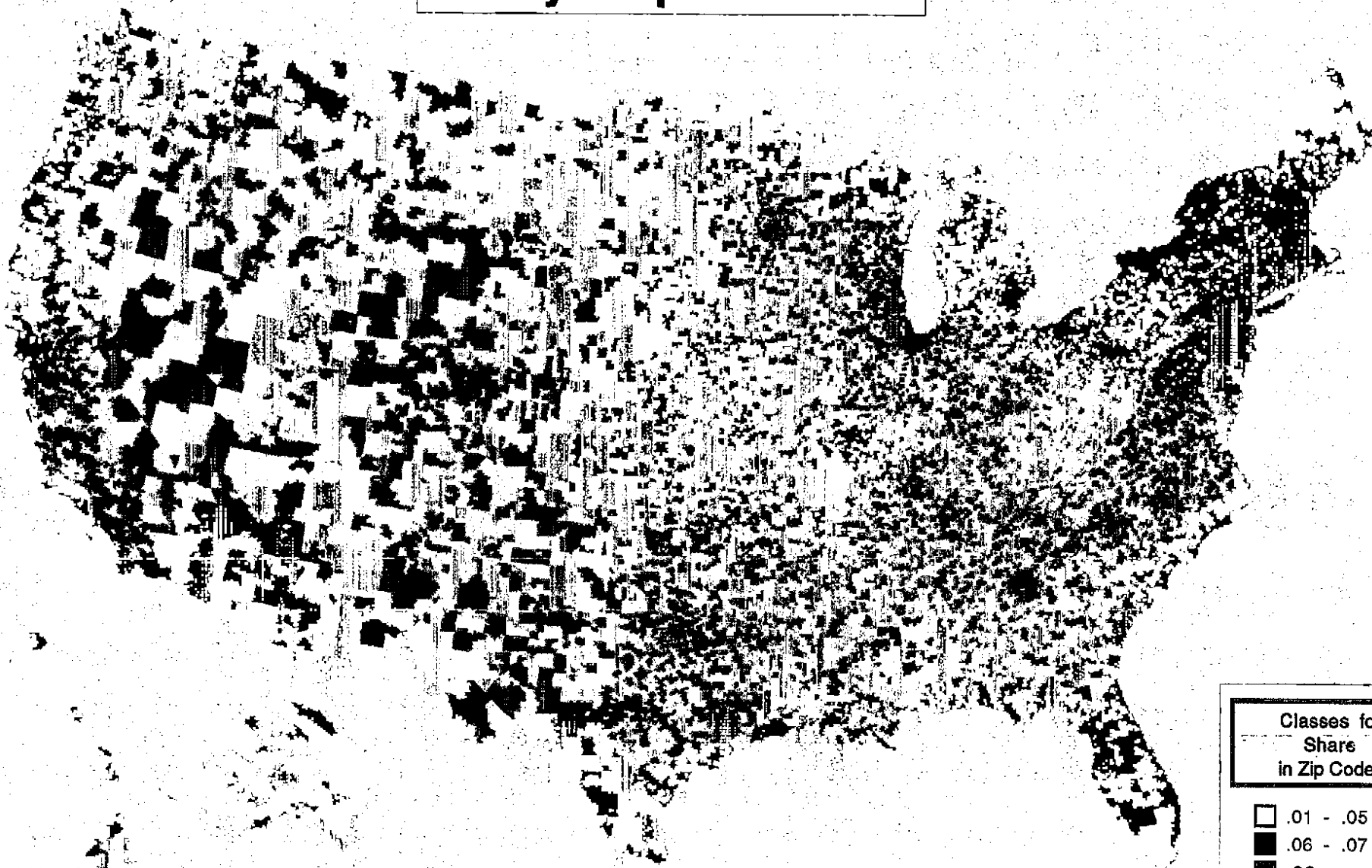


2071742095

■ 0.07 to 6.00
 ■ 0.05 to 0.07
 ■ 0.01 to 0.05

SOURCE: 6MM MSA SHIPMENT

Parliament Share by Zip Code



Classes for
Share
in Zip Codes

□ .01 - .05

■ .06 - .07

■ .08+

□ Excluded

□ Not Selected

2071742096

Source: Store Level Stars 26 w/e 2/24/96

Parliament Wish List

- Leverage brand momentum through geographic expansion
 - Contiguous geographic growth

Next page

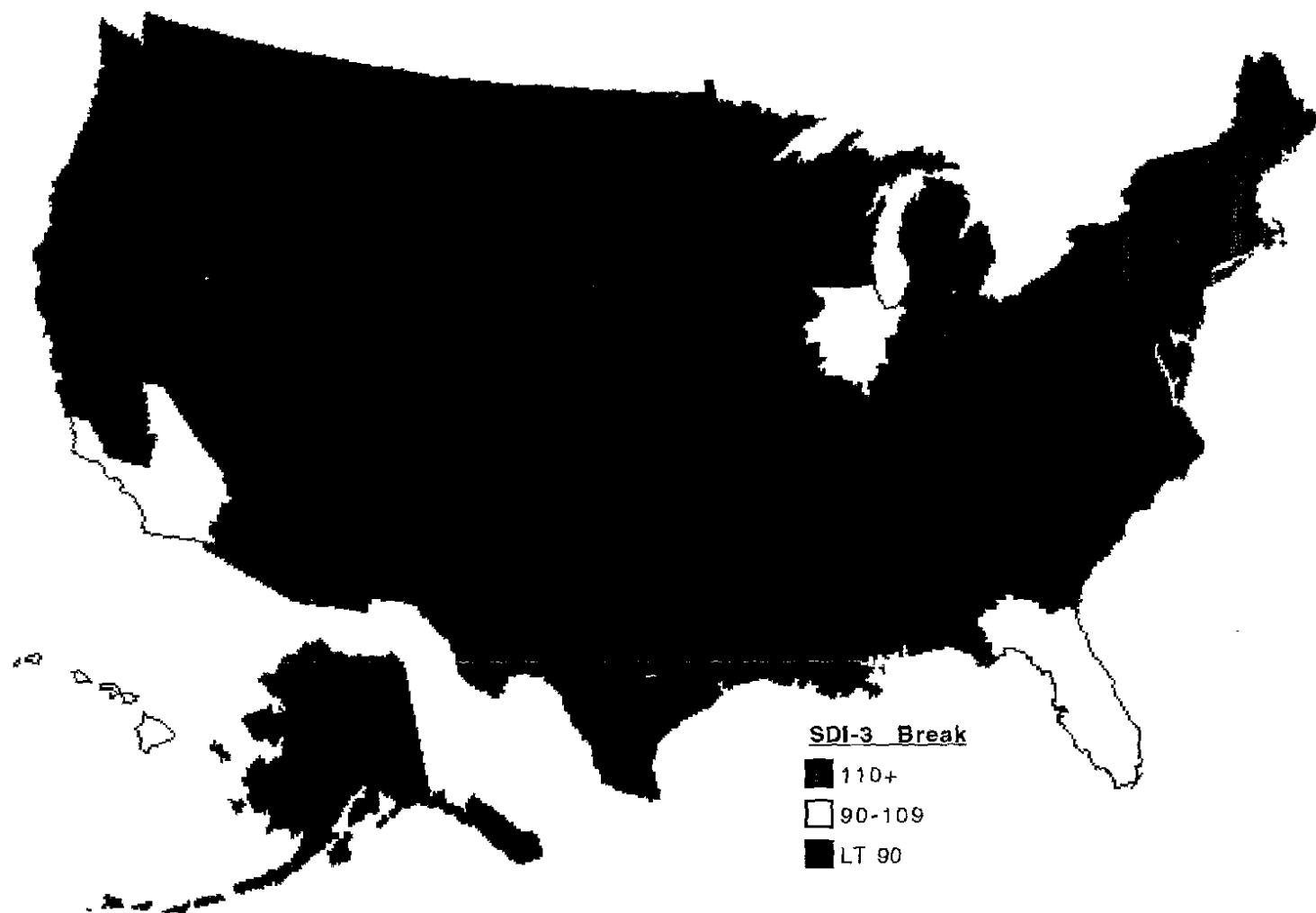
<u>Tier I Markets:</u>	<u>SDI</u>	<u>PI</u>
- Baltimore/Washington	98	144
- Tampa	118	120
<u>Tier II Markets:</u>	<u>SDI</u>	<u>PI</u>
- Chicago	118	160
- LA	92	150
- San Francisco	61	153
- National Expansion		

006-RA/ds-Morgan-4/5/96

2071742097

Tot Parliament

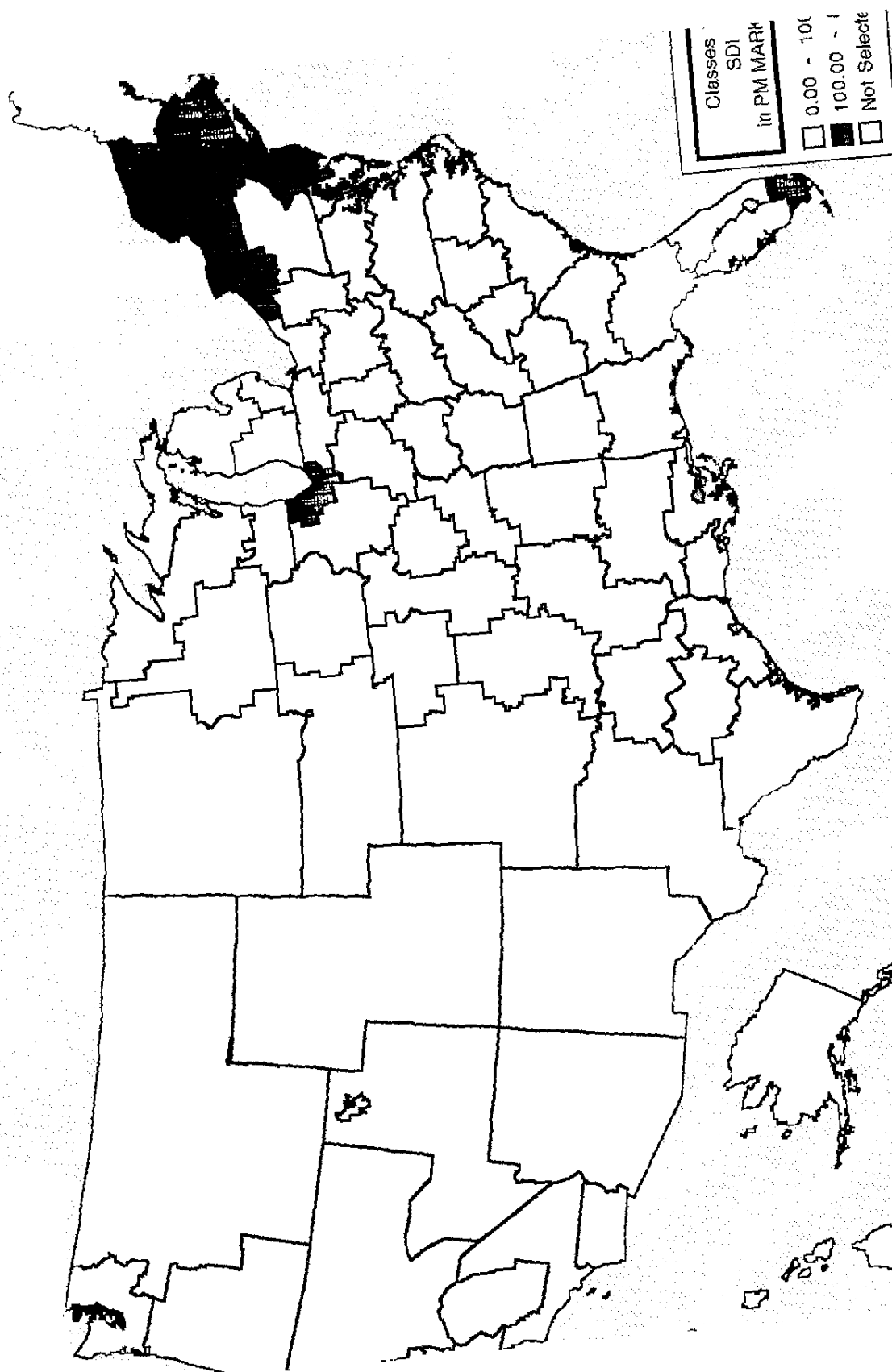
12MM SDI



Source: Nielsen Integrated - Monthly - February 1996

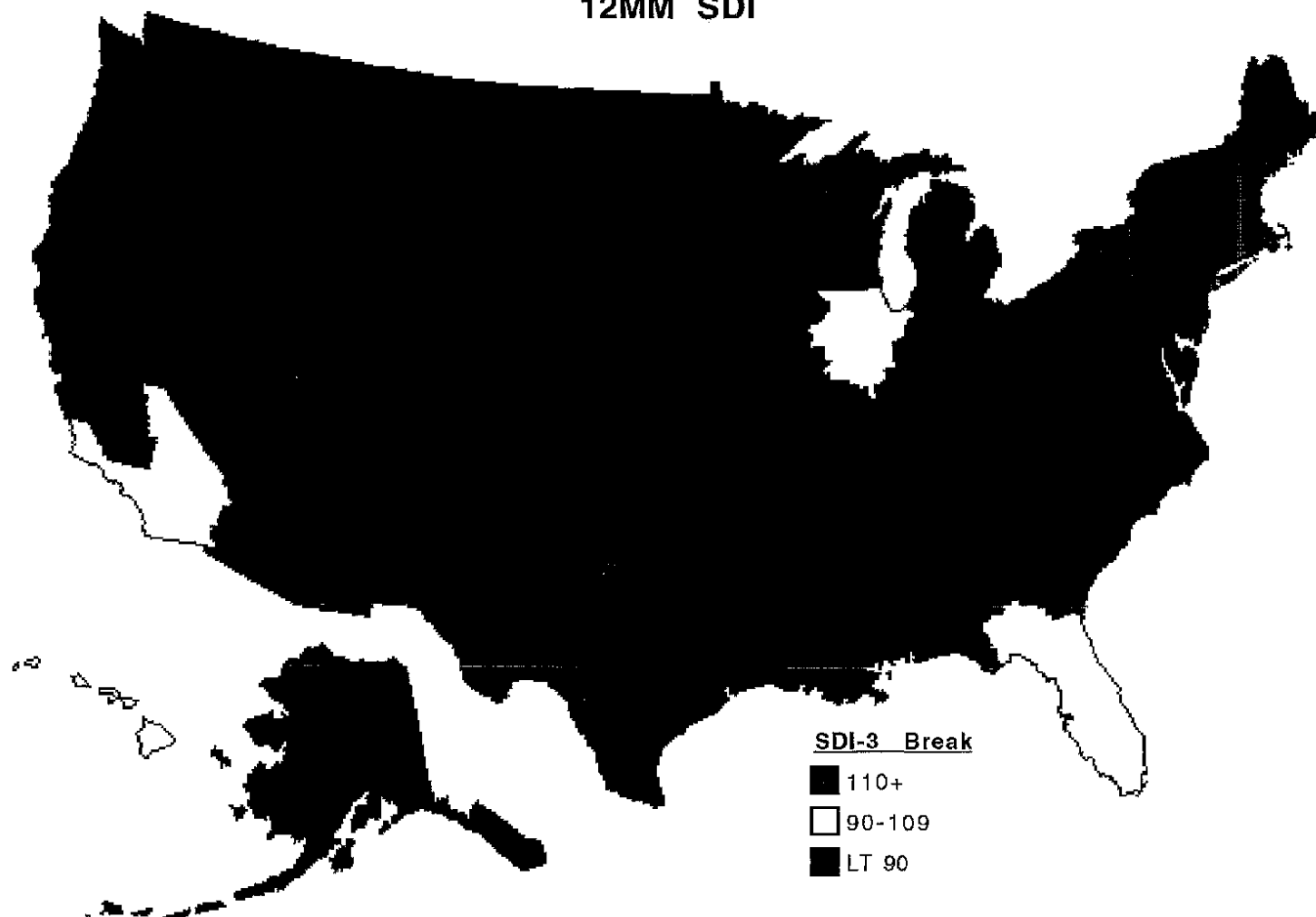
2071742098

Parliament Market Level SDI



96/42/2 e/m stars level
e: Store level
2071742099

Tot Parliament
Tot Volume Sold (000) Shr Dev Indx
12MM SDI



Source: Nielsen Integrated - Monthly - February 1996

2071742100

PARLIAMENT LIGHTS NATIONAL LAUNCH ASSUMPTIONS

TWO SCENARIOS

- September - December
Print and OOH
- Full Year 1997

PRINT

- Assumes national and increased print levels
- Uses the same publications as current plan as a base

OOH

- September - December
assumes introductory levels for the 4 month period
adds expansion markets
- January - December
reduced to sustaining levels
- Uses top 10 OOH markets for both scenarios

2071742101

**PARLIAMENT LIGHTS
NATIONAL LAUNCH
1996 BUDGET SUMMARY**

	NATIONAL SEPT-DEC (mm)	REGION 1 CURRENT PLAN	DIFFERENCE	FULL YEAR 1997 NATIONAL PLAN
OOH				
CURRENT MARKETS	3000.0	1936.2	1063.8	11000.0
INCREMENTAL MARKETS	6000.0	0.0	6000.0	15000.0
TOTAL OOH	9000.0	1936.2	7063.8	26000.0
PRINT	2500.0	899.1	1600.9	13000.0
GRAND TOTAL	11500.0	2835.3	8664.7	39000.0

Note: Current markets in National rollout scenario assumes expansion markets and increased weight levels; the current plan does not.

2071742102

PARLIAMENT LIGHTS NATIONAL LAUNCH

ASSUMPTIONS

TWO SCENARIOS

- September - December
Print and OOH
- Full Year 1997

PRINT

- Same levels of activity, only nationalized
- Uses the same publications as current plan

OOH

- September - December
assumes introductory levels for the 4 month period
- January - December
reduced to sustaining levels
- Uses top 10 OOH markets for both scenarios

2071742103

**PARLIAMENT LIGHTS
NATIONAL LAUNCH
1996 BUDGET SUMMARY**

	NATIONAL SEPT-DEC (mm)	REGION 1 CURRENT PLAN	DIFFERENCE
OOH			
CURRENT MARKETS	1936.2	1936.2	0.0
INCREMENTAL MARKETS	5969.0	0.0	5969.0
TOTAL OOH	7905.2	1936.2	5969.0
 PRINT	 1611.8	 899.1	 712.7
GRAND TOTAL	9517.0	2835.3	6681.7

2071742104

4/1/96

PARLIAMENT LIGHTS NATIONAL LAUNCH BUDGET SUMMARY

	Sept-Dec '96	Full Year '96
OOH	\$(000)	\$(000)
Current Markets	\$1,936.2	\$7,892.0
Incremental Markets	\$5,969.0	\$14,583.0
Sub OOH Total:	\$7,905.2	\$22,475.0
PRINT		
Sub Print Total:	\$1,611.8	\$8,589.7
Grand Total:	\$9,517.0	\$31,064.7

includes
new R1 +
NY, BO Philly
4th Qtr.

only
media -
no production

\$11,500

\$39,000

\$12
print
media

36%

34.5

34.8%

36

2071742105

BUDNTL.XLS1

**PARLIAMENT LIGHTS
NATIONAL LAUNCH
TOP 10 OOH MARKETS**

MARKETS	SEPT-DEC (4 Months)	JAN-DEC (12 Months)
I. Incremental Top 10		
Los Angeles	\$1,860	\$4,525.0
Chicago	\$1,160.0	\$2,784.0
San Francisco	\$1,076.0	\$2,736.0
Washington, DC * (Bulletins not recommended)	\$412.0	\$1,236.0
Dallas-Ft. Worth	\$445.0	\$1,344.0
Detroit	\$564.0	\$996.0
Houston	\$432.0	\$960.0

Incremental Top 10

\$5,969.0

\$14,583.0

Introductory Levels
100 Showing
75 30 Sheets
25 Bulletins

Sustaining Levels
75 Showing
50 30 Sheets
25 Bulletins

II. Current Markets

New York	\$1,106.8	\$4,256.0
Boston	\$505.8	\$2,244.0
Philadelphia	\$257.2	\$1,061.0
Miami	\$0.0	\$63.0
Providence	\$66.4	\$246.0

Current Markets

\$1,936.2

\$7,892.0

Grand Total

\$7,905.2

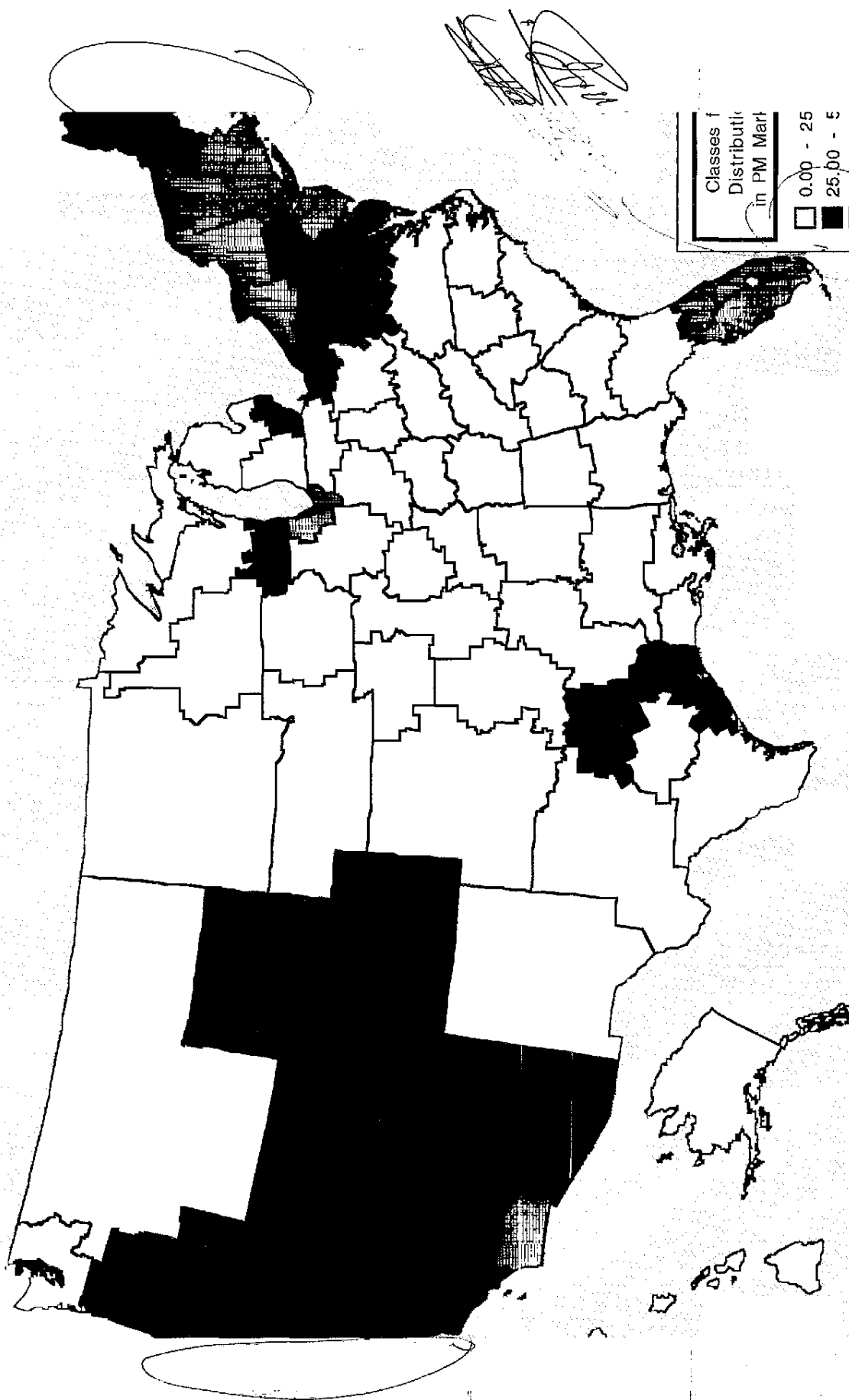
\$22,476.0

*11 million
+ 4 million
2 MKTS.
15 million*

*Tampa
balto,*

2071742106

Parliament Market Level Distribution



Source: U.S. Census Bureau, 1996

2071742107

Attachment

Distribution

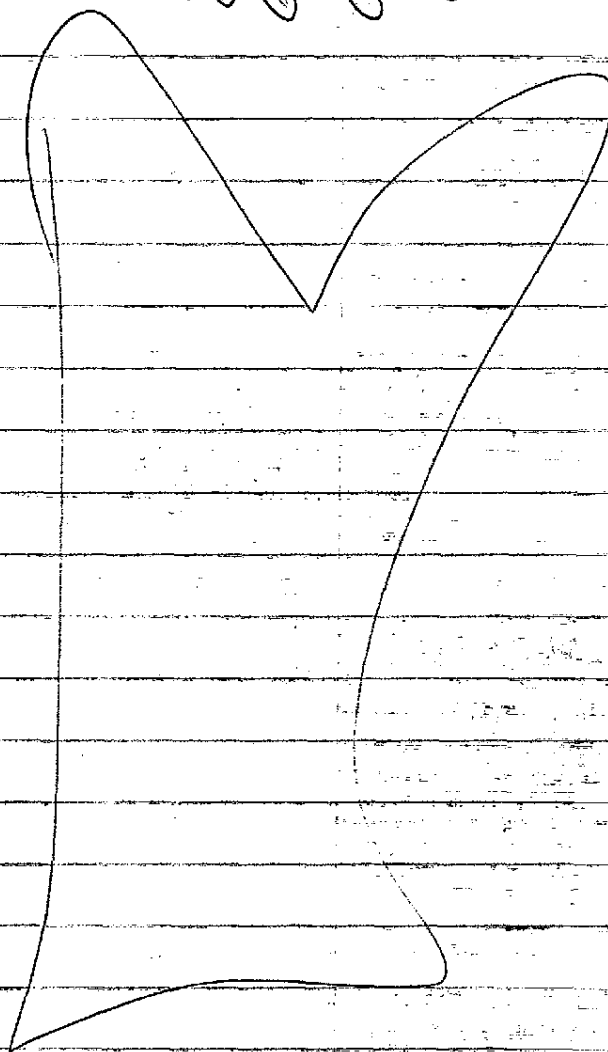
(Distribution)

of 77000

cells

1/1)

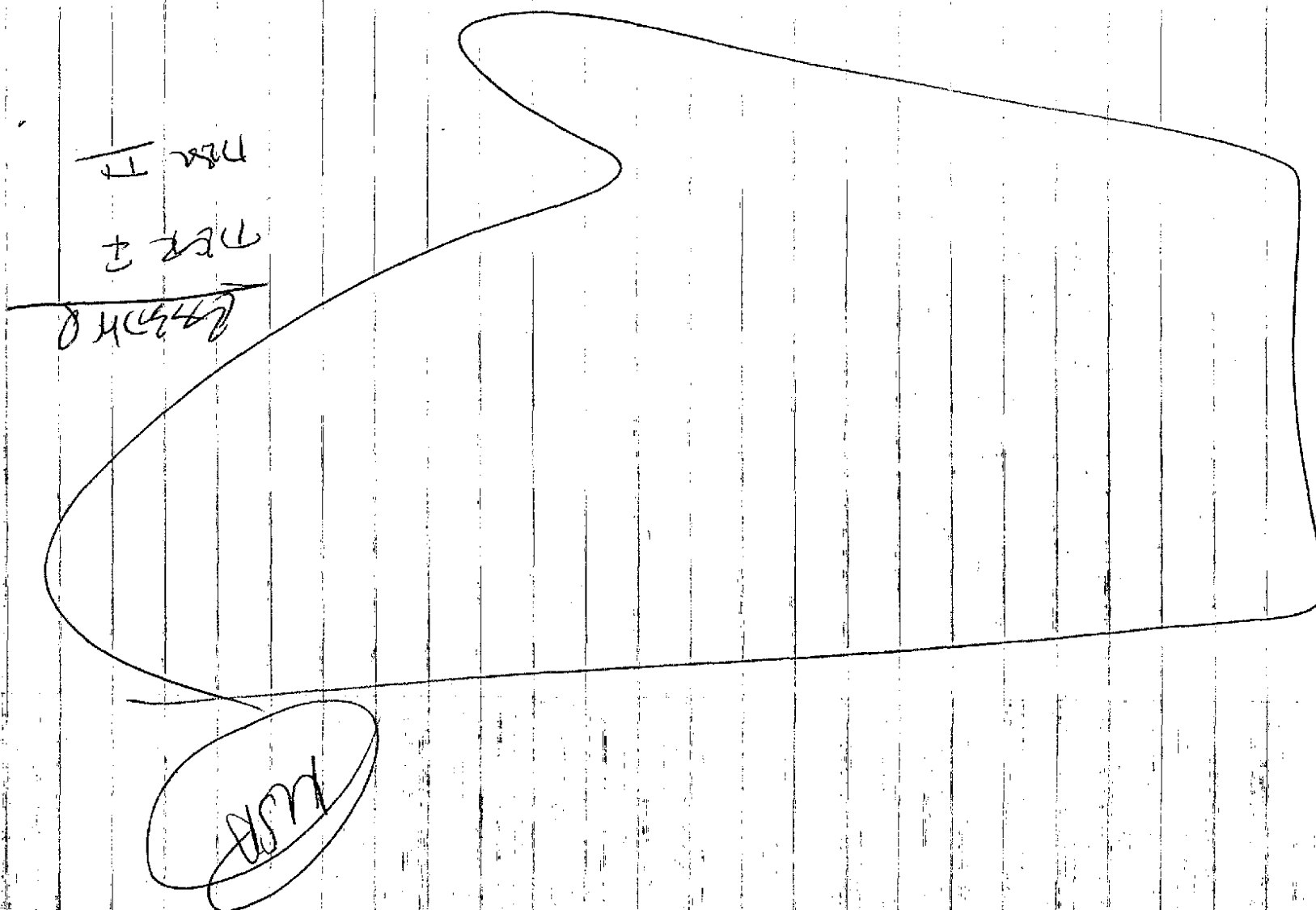
must



Subs
Basis
Basis
Basis
Basis

not
Selected

2071742108



2071742109

Objective:

- Discuss opportunities to grow the Parliament franchise

Strategies:

1) Grow the brand into contiguous

Parent + Menthof
1) Grow contiguous — high opportunities
2) Expand Nationally — Newport model

Menthof 3 new product development
- Cork + tipped research summation



- No ~~interest~~ ^{interest} of Parliament equity
- Product well received
- Lights banner to trial

2071742110

2071742111

Top

100

110

120

130

2.0

0.5

1.0

2.7

Share



Tom Sawyer

Volume

Parliament share
in zip code

MSD

3 breaks

not
selected



2071742112

STARS - 26 weeks